

Increase foreign tourists to Japan using SNS: Explaining the Culture of Japan

There is a lot of information being shared around the world now. Social media like Facebook, Twitter, and Instagram are popular and they are used by many people all over the world. According to a recent survey, there are approximately 3.96 billion social media users in the world, with a penetration rate of 51 percent (Wedia Corporation, 2020). Therefore using these social media will be able to let a lot of people know the advantages about the countries. It is difficult to convey the charms of Japan to people in many countries because popular social media varies from country to country, but if Japanese people can use SNS that people in other countries often use, it will be possible to convey the charms of Japan to more foreigners and increase the number of foreign tourists.

A lot of people use social media but what Japanese and foreigners use are different. For example, the two most used SNS services in Japan are Twitter and is Facebook (Think Corporation, 2021), but in China the most used are Sina Weibo and TikTok. Outside of Asian America, the most popular are Facebook and Instagram (Dijima Editorial Team, 2021). Since the social networking sites used are different in each country, it is difficult to convey the appeal of Japan. However, the most common SNS used in Thailand, where Japan is highly favored, is Facebook, with Twitter being the next most common. Therefore SNS that are commonly used in Thailand and Japan are same and are considered to be highly favorable. SNS is a great way to share information with foreigners, and it can be a great help in conveying the good qualities of Japan to them.

Nowadays, foreigners who like Japan can use SNS to get information at any time, but the language of the social network is limited to a certain language. For example, there is a media called “tsunagu Japan”. tsunagu Japan provides recommended Japanese restaurants, souvenir information, and recommended sightseeing courses through websites and SNS, which are edited from the perspective of foreigners by native staff familiar with each country's culture (D2C X corporation). In addition, it supports English, Traditional Chinese, Simplified Chinese, Thai, Vietnamese, Korean and Indonesian. These seven languages are used in countries where many foreigners visit Japan in recent years (JNTO). Therefore, it seems that foreigners who come to Japan are visiting Japan based on such a site, so by adding various languages to tsunagu Japan, more foreigners can learn about Japan and this should lead to an increase in the number of foreign tourists

who want to travel to Japan.

There are countless Japan's highlights, but Japanese people and foreign people have a different perception about them. The good things of Japan that foreigners think is for example, good safety, clean town, excellent service, and delicious Japanese food (Euro traveller, 2020). In contrast, the good things of Japan that Japanese people think is similarly cited the safety. Moreover, the four seasons, clean toilets, and hot springs were also mentioned (Jasmine, 2017). As you can see, there are differences in the way of thinking between what Japanese people think and what foreigners think, and by learning about these differences from each other, you will be reminded of the attractiveness of your own country, and if there is something that your country does not have, you will be attracted to it. So, if Japanese people can use SNS that people in other countries often use, they should be able to teach a lot of foreigners about the charms of Japan that only Japanese people can understand.

Today, SNS has become widespread in many countries around the world, and it has become possible to use SNS to exchange and share information with many people across borders and throughout the world. However, the types of SNS that are used most frequently differ from country to country, making it extremely difficult to send out information about the advantages of Japan through SNS in order to increase the number of foreign tourists visiting Japan. Therefore, by creating a multilingual social media, it will be possible for people from various countries to access the site, and if Japanese people can use the SNS to communicate the benefits of Japan to the world, it will be possible to increase the interest and curiosity of foreigners who see the posts and want to travel to Japan. If we can increase the number of foreign tourists visiting Japan, we can contribute greatly to the development of the Japanese economy by revitalizing local areas and promoting tourism.

(758 words)

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